

## HealthImaging&IT

### 2008 Print Advertising Rates

FOUR COLOR	1X	3X	6X	9X	12X
<b>Spread</b>	\$12,980	\$12,705	\$12,431	\$12,156	\$11,881
<b>Full Page</b>	6,490	6,353	6,215	6,078	5,941
<b>2/3 Page</b>	5,391	5,281	5,171	5,061	4,951
<b>1/2 Page Island</b>	5,116	5,013	4,910	4,807	4,704
<b>1/2 Page</b>	4,292	4,210	4,127	4,045	3,962
<b>1/3 Page</b>	3,743	3,674	3,605	3,536	3,468
<b>1/4 Page</b>	3,193	3,138	3,083	3,028	2,973
<b>1/6 Page</b>	2,644	2,602	2,561	2,520	2,479
BLACK & WHITE	1X	3X	6X	9X	12X
<b>Spread</b>	\$10,990	\$10,715	\$10,441	\$10,166	\$9,891
<b>Full Page</b>	5,495	5,358	5,220	5,083	4,946
<b>2/3 Page</b>	4,396	4,286	4,176	4,066	3,956
<b>1/2 Page Island</b>	4,121	4,018	3,915	3,812	3,709
<b>1/2 Page</b>	3,297	3,215	3,132	3,050	2,967
<b>1/3 Page</b>	2,748	2,679	2,610	2,541	2,473
<b>1/4 Page</b>	2,198	2,143	2,088	2,033	1,978
<b>1/6 Page</b>	1,649	1,607	1,566	1,525	1,484
DIGITAL ISSUE					
<b>Interactive Ad Upgrade</b>	\$995	Accepted Format: SWF (Flash only)			

### Advertising Specifications

FINAL TRIM SIZE	8.5	X	10.75
<b>Spread *</b>	17"	x	10.75"
<b>Full Page*</b>	8.5"	x	10.75"
<b>2/3 Page</b>	4.562"	x	10"
<b>1/2 Page Island</b>	4.562"	x	7.25"
<b>1/2 Page Vertical</b>	3.375"	x	10"
<b>1/2 Page Horizontal</b>	7"	x	4.875"
<b>1/3 Page Vertical</b>	2.187"	x	10"
<b>1/3 Page Horizontal</b>	4.562"	x	4.875"
<b>1/3 Page Landscape</b>	7"	x	3.125"
<b>1/4 Page</b>	3.375"	x	4.875"
<b>1/6 Page</b>	2.187"	x	4.875"

\* 1/8" bleed is required on all spread and full-page advertisements.

### Print Advertising & Digital Image Requirements

#### Print Advertising

- ▶ Accepted Formats: High-resolution PDFs, InDesign, QuarkXPress, Illustrator, and Photoshop
- ▶ Support files (images & fonts) are required when sending InDesign, QuarkXPress, or Illustrator files.
- ▶ All ads must have a minimum resolution of 300 dpi.

#### Digital Image

- ▶ Accepted Formats: JPEG, TIFF, EPS, PSD
- ▶ All images must have 300 dpi resolution.